

THE OCALA BANNER

THE NEWSPAPER—WHAT IS IT BUT A MAP OF BUSY LIFE: ITS FLUCTUATIONS AND VAST CONCERNS.—COWPER.

VOLUME 46, NUMBER 8

OCALA, FLORIDA, FRIDAY, AUGUST 20, 1909.

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OCALA IS GIVEN ANOTHER FINE COMPLIMENT

Attention is Called to the Many Advantages of Marion County. Is It Better to Sell or Consign Fruits and Vegetables?

(Staff Cor. Packer.)

Ocala, Fla., Aug. 15, 1909.

When one enters a county like old Marion for the purpose of writing up its agricultural and horticultural industries, and it happens to be the rainy season, one naturally spends more time than is allowed or allotted to natural business duties. However, rain is what makes business possible in Florida, and Marion county is one of the first and finest counties to be benefited, and Ocala, the metropolis, to reside in.

While it is raining the streets here are fine, and when the shower is over one can go out and not get wet feet.

The Dr. J. M. Thompson house, where the writer makes his home while here, on Fort King avenue, is one of the best in the city, and the room consigned to the Packer man is "paragon."

Among the other subscribers here are some of note in the business, as well as nature world. The John Doler Company, commission merchants and merchant brokers, are doing much to benefit the farmers of this section by buying all the corn they can produce on the cob, already shucked, and by having its own shelling machine makes clean corn for market purposes. This will save having corn shipped from the west or other northern sections, which has been the practice of the Florida farmers for years.

Florida can raise as fine corn and from 25 to 30 bushels to the acre as any state in the Union, but it has just awakened to this fact. There is no county in the state that can do this better than Marion. The writer has been in Florida a little over four years and at the time of his arrival here the average farmer was importing from the north all of his grain and most of his hay for his stock. Today he is growing, as a rule, his beggarweed and crabgrass hay and his corn and oats. This is progressive Florida, and all within four years.

Florida has always produced the finest of citrus fruits, but she has always been weak on self-support materials, and as a result the state has bought nearly as much food products as she has sold in her other farm and fruit products. However, as above stated, beautiful Florida has awakened to the fact that there is nothing that she cannot grow, except wheat. Oats is one of the finest productive crops in the state; corn is always a good crop, and can be grown after all high priced vegetables for the northern markets have been shipped.

Florida land will produce three or four crops in one year. Northern lands produce one. If Florida land had the same amount of natural fertilizers that New York or New England land gets every year the Florida farmer would not be able to gather his crops. Why? Climate. Florida climate for the production of that which is necessary to human wants is absolutely perfection. It rains down here during a few months of the year, but the more it rains the more healthy the people and the larger the next year's production of vegetables and fruits.

Thomas Needham is one of Ocala's progressive growers in the way of specialties. Mr. Needham is from old England and is one of the mechanical experts of this city, but owing to his nature imbued English disposition he has a country home, and lives there by preference, where he can grow fruit, pecans and other farm products.

In covering Marion county, one has to drive somewhat, but the drives are generally pleasant. It has been difficult to get the proper kind of driver this season and the result was much delay. Yet the writer at last found one at J. D. McDuffy's livery.

J. D. McDuffy is one of the largest melon and cantaloupe growers in this section and constantly reads the Packer.

The result of this livery find enabled the writer to go to Sparr, Fla., some twelve miles from Ocala, and visit one of the fine farming sections of Marion county. Sparr is supreme in its land and some of its producers, who are as follows:

E. G. Young, who grows cantaloupes and tomatoes as principal crops, but will grow squash and lettuce for fall

crops. Mr. Young is one of the leading growers here. He reads the Packer, and always pays for it two or three months before it is due, showing his appreciation of its value. Mr. Young said: "The season as a whole has been good. Prices were low, but we did not expect them to be high, considering conditions."

W. Luffman & Bros. are general merchants and have the postoffice in their store. J. W. Luffman is the general mercantile and postoffice manager, while W. Luffman is the outdoor manager, and, as a result, the real producer. W. Luffman & Bros. have 110 acres in cantaloupes this season. Of course, this is one crop, other crops follow on this same land and the Luffmans are leaders in beans, as well as the production of that which a perfect climate can produce.

Florida is supreme, not only on account of some of its fine lands, but principally on account of its superior climate. Those who are capable of seeing these points always succeed in Florida. The man who comes here from the north and looks for rich land such as the northern states possess, invariably goes back and reports that Florida land is poor and will not produce, but the same person never did consider climate. Why? Ignorance of nature. Ignorance in this country is superfluous. Once study nature in its entirety and you will not only be a good Christian, but a good farmer, and you will appreciate beautiful Florida, its climate and its land value in connection with its climate. There are all kinds of farmers here, but the successful man here is the man of brains.

J. W. Johnson grows cantaloupes as a general crop, but also grows other products in season. Mr. Johnson is one of the leaders here and is much interested in the Farmers' Union of Sparr, which numbers many members, all white people.

S. D. Souter is one of the valued Packer readers of this old fruit and vegetable town of Sparr. Mr. Souter is last on the list, but not least. It was long after dark before the writer was able to call on Mr. Souter, and then had twelve miles to drive back to Ocala for something to eat and a sleep. Mr. Souter makes a specialty of lettuce and tomatoes for fall crops.

The writer had the pleasure or displeasure of reading an article in your issue of July 24, entitled "The Sour Problem," by one Frank Howard, of Ludlow, Vt. According to this article there is not an honest commission man in the world, Mr. Howard included. Mr. Howard evidently owns an orange grove at Arcadia, Fla., as he quotes that place. Now, Mr. Howard says: "I consign very little of my fruit, preferring to take any old price before the fruit leaves my sight and control." Now, this is not, and is not in view of consistent facts in Florida. The people who get the largest and highest prices for oranges, grapefruit, and all kinds of fruits and vegetables are the people who ship on consignment to good and reliable houses. No one but a cheap and small grower is willing to take "any old price."

Mr. Howard must be one of this kind, as the Monarch grove at Wildwood, Fla., sells all its oranges of 700 acres on the auction block, through A. F. Young & Co., New York, and gets from \$3.50 to \$7 per box. Mr. Howard can get but \$1 on an average, if he sells at "any old price."

This "any old price" is disgusting to one who knows the trade. According to Mr. Howard, there is not an honest merchant in Ludlow, Vt. The writer had the pleasure of visiting Ludlow some years ago on other business, and he never found a dishonest merchant in the town. Neither was there one whom he would not trust with a consignment of fruits from Florida at 10 per cent. commission. Mr. Howard says, "the commission man remits what he will to the consigner." He gets his ten per cent. commission by condemning his own town merchants. He condemns his own honesty. Mr. Howard furthermore says: "Every man would be a tyrant if he could." If this fact were true there would be a revolution in the United States within forty-eight hours. Mr. Howard is not only unreasonable, but he is not consistent. He says, after condemning commission merchants and merchants in gen-

WE CAN AND DO Stick to Our Friends

If a man is a depositor in the M. & C. Bank he becomes our friend, and by sticking to us he puts us under obligation to stick to him, and there's many a man around Ocala who knows what this means to him. We have built up this bank by so doing, and we are going to keep right on sticking to customers more and more.

THE MUNROE & CHAMBLISS BANK

OCALA

FLORIDA

eral for being dishonest, not only the general commission merchants but the general merchants of his town, Ludlow, he says: "In general my relations with the commission merchants have been pleasant, and I presume I get the market value on my oranges," etc.

Now, what right has he to think he is getting the market value of his oranges when he, according to this article, considers every commission man a thief?

The "any old price" man in Florida is the poorest man in existence. I know some good people in Ludlow, Vt., but I do not know any of that disposition who distrust their own merchants and next door neighbors, and are willing to accept "any old price" rather than ship to an honest commission merchant in New York or any city, including Ludlow.

W. S. Hart of Hawk's Park, Fla., never sells a box of oranges for less than \$3.50 and from that up to \$7. Mr. Hart knows how to pack, and the result is the price. Mr. Hart does not accept "any old price."

The orange grower of Florida who knows his business does not have to accept "any old price." Florida is supreme, first, last and all the time in its products, but not always in its brain products. Recently a delegation went to California to get points as to how to ship oranges. Well, they got the points, all right, but will it profit? Who gets the big prices for oranges from California? Not the association shipper, but the local shipper who has made a reputation like the Monarch grove of Wildwood, and W. S. Hart of Hawk's Park, both of Florida. Of course there are those in Florida who have established a reputation, and are getting the benefit, of which I will write later. But who ever heard of a man willing to accept "any old price" being a success in Florida or any state? However, Florida has some poor land, but there is not an acre of land in Florida, unless it be on the immediate seashore, but is good for some use. The land that produces the finest pineapples in the world, the east country, would not produce anything else, yet the farmer, or rather the pineapple growers, of Fort Pierce, Jensen, etc., would not sell that sand land for less than \$300 per acre, and when planted to pines, \$500 per acre.

However, there is lots of cheap land in Florida, anywhere from \$5 per acre upward. Marion county is the solidest county of Florida. No one can grow anything here from fruits, vegetables and cotton.

The Packer man will make the "Capital City" his home for some time. Ocala is the center for all this section. Ocala might be improved upon in some respects, but as the Packer man is not here to criticize local conditions, this is the finish.—Mr. Walseman in the New York Packer.

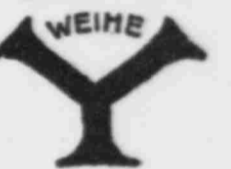
CHANGES AT THE OCALA IRON WORKS

We understand that there are some changes contemplated at the Ocala Iron Works. Mr. Fleming has resigned as superintendent and will return to his old home at Hollidaysburg, Pa., and will be succeeded by Mr. J. A. Bouvier, who has held a place with the company for some time. Mr. Fleming is a most capable mechanic and manager, and Ocala regrets to see him leave, but as Mr. Bouvier has worked immediately under him for some time is well qualified to take his place, and is an exceedingly clever gentleman and a popular citizen.

FOR A



GO TO



OCALA, FLA.

PHONE 25

ANOTHER CONTEST

An Opportunity to Get a Beautiful Watch Absolutely Free—Open to Any Lady in Marion County

In order to show our appreciation of the excellent work being done by several of the young ladies of the county for the OCALA BANNER, we have decided to offer as an additional incentive to them to continue their work a BEAUTIFUL GOLD WATCH.

This pretty watch will be given to the young lady who enters the most paid in advance yearly subscriptions to THE OCALA BANNER (Daily or Weekly) between this time and the close of the Co-Operative Diamond Ring Contest, in September.

The offer is open to all. All clubs, however, are to receive the same number of coupons in the Diamond Ring Contest as before.

While we shall not publish the standing of the contestants in this race, we shall be pleased to mention the names of those who enter, so that their friends may give them the benefit of their subscriptions.

Here is what Mr. Weihe says of the watch we are offering, and which will be on display in his show windows as soon as it arrives:

Ocala, Fla., Aug. 13, 1909.

To the Editor Ocala Banner: Dear Sir—I have ordered for you today an O size 14-karat Roman gold case with a fifteen ruby jeweled Elgin movement, making a very handsome watch and something of which anyone can be proud; also an excellent time piece and a handsome ornament.

I understand that this is intended as a premium to some young lady in Marion county. I wish to congratulate the winner in advance, as it will be well worthy of considerable effort to win it. Yours truly,

F. G. B. WEIHE.

Send in the subscriptions with the cash as soon as they are received (always mentioning that you are a contestant for the watch) and each one will be credited to your account. Or, if you want the club to be credited to another, give the name of your choice.

After clubs have been entered to the credit of one contestant no changes will be allowed.

While the usual commissions will be allowed on all CASH sent in, ONLY NEW subscribers will be credited on the watch contest.

DON'T DRINK! But if you do, see Hogan, and get the best that money can buy. If it's a good drink, we have it.

THE BEST ORANGE BOXES

Are made with the Billingsley Dovetailed Heads. Any leading manufacturer can furnish them. If your dealer cannot supply you, write

Ocala Box Co.

Z. C. Chambliss, Pres., Ocala, Fla.

Local and Personal

Mrs. Edd Weathers of York was in the city Tuesday.

Mrs. Cardy of Clearwater is in the city on a visit to her son and daughter, Mr. and Mrs. G. S. Scott.

Mr. W. H. Clark, his daughter, Mrs. E. C. Bennett, and her children, left Sunday for Troy, Alabama.

Mrs. Allan W. Bridges is enjoying a visit with her parents and other relatives in Lynchburg, Va., Mr. Bridges will join her there later in the season.

Mr. A. G. Bigelow of Rockwell, superintendent of the Dunnellon Photo plate Company, was among the prominent arrivals at the county site on Tuesday.

Mr. and Mrs. W. W. Clyatt are at home again after a visit to Green Springs. This resort is very popular with Ocala people.

Mrs. John Dozier and her daughter, Miss Edna Dozier, are having a pleasant sojourn at White Springs. They will be absent several weeks.

Justice J. W. Lyles left Tuesday for Daytona Beach, where he expects to rest and recuperate for a while. As he is a good fisherman he expects a good time.

Mr. Tom Snooks, a prominent citizen of the southern section of the county, was visiting in Ocala Tuesday. He was accompanied by his young daughter.

Mr. W. W. Jackson, a former member of the board of county commissioners, now the justice of the peace for his district (Electra) was in town Tuesday. He continues in the enjoyment of good health.

Prof. Karl Weihe of Jacksonville is on a visit to the great metropolis, and Dame Rumor says that when he returns that he will not return alone. Karl's Ocala friends are extending their congratulations in advance.

There is no game law against anyone hunting for PLANK'S CHILL TONIC. It's guaranteed to cure Malaria, Chills and Fever. Price 25 cents per bottle. Ask your dealer. He'll probably know.

Just before his departure for his old home in Hollidaysburg, Pa., the employees of the Ocala Iron Works presented Mr. J. G. Fleming, who has been superintendent for the past year, with a very handsome mantel clock and Masonic charm. Mr. Fleming was very popular with all the employees, and this gift was made in appreciation of their esteem for him.

Mr. Thomas Sexton has returned to the mines, after spending Sunday at home. He says that the new member of his family, whose recent arrival was noted in these columns is a little queen, and has caused his face to be wreathed in smiles more completely than if phosphate rock had quadrupled in price.

Mr. J. Y. Miller of Martel was a Saturday visitor. He said that Mr. Fred Newbern, whose death was noted in yesterday's paper, was not his son-in-law, but was his son-in-law's father. He was somewhat aged, and had been sick for some time. Mr. Miller, always optimistic, thinks that our county is going to be blessed with good times.

Mr. L. D. Beck of Fellowship was a visitor to Ocala Tuesday and said that the school in his neighborhood opened Monday. The schools open thus early in the country because the crops are generally laid by and later on the children can help gather oranges, strawberries, and do many things in the shipping season.

Mr. S. H. Gaitskill of McIntosh is at Westminster, Maryland, for the balance of the summer. He is one of the best farmers in the county, and if those Maryland people want to know anything about Florida they will find Mr. Gaitskill an authority.

Mr. and Mrs. A. E. Gerig are planning a lovely trip for next month. They will leave Ocala about the fifth of the month and go to Mr. Gerig's old home at Winstboro, S. C., where they will visit with his mother for three or four weeks.

Mr. Robert Finkernagel, who has been with the Ocala Iron Works for several months past, leaves today for Scotsdale, Pa. Mrs. Finkernagel is now in Palatka and Mr. Finkernagel will join her there and they will go thence to Pennsylvania.

Mr. T. B. Lanier, the political genius of Lake county, who has been spending some time in Jacksonville, passed through Ocala yesterday on his way to his home at Tavares. Mr. Lanier has the happy faculty of knowing more politics than any bunch of men that you can find anywhere, and he is always "true blue."

Mr. Charles Vroman Miller was circulating with his numerous Ocala friends Tuesday. He is in the real estate business in Jacksonville, and while he is doing well, expects to do a great deal better during the fall and winter, when the panic shall have been a thing of the past and people commence swarming into Florida. All prophets predict a great future for Florida.

Misses Abbie and Elizabeth Rutland, two charming young ladies of Rutland, Sumter county, are the guests for a few days of Mr. and Mrs. C. E. Johnston, at their home on North Main street. They are on their way home from the mountains of North Carolina, where they have been spending the past few months.

Marion county is fortunate. Mr. Goodwin of the Chicago Breeder's Gazette, has a winter home on Lake Weir, and is becoming more and more in love with our county, and now Mr. Walseman of the New York Packer has taken up his abode in Ocala. He loves the state so well that he never leaves it, summer or winter.

Mr. James W. Sanders of Early Bird was among the number of out of town visitors we had the pleasure of seeing Saturday. He says that the high water is good for the 'gators because they do not now have to abandon their old habitats, and you are not likely to run up against them in the roads or in the woods, traveling from one pond to another. He observes also that there is no congeniality existing between the hog and the 'gator, and that the 'gator delights to dine on young fat pig, which they do quite frequently. They lay in the thick grass on the side of the pond, with their mouths open, and if a pig wanders into it—well, one gulp, and he is gone. Mr. Sanders says that they are as sly as a 'possum.